



INTERNATIONAL  
OLYMPIC  
COMMITTEE

# IOC Marketing: Media Guide

**Sochi 2014**





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The financial figures contained in this document are provided for general information purposes, are estimates and are not intended to represent formal accounting reports of the IOC, the Organising Committees for the Olympic Games (OCOGs) or other organisations within the Olympic Movement.

For further information, visit [www.olympic.org/Documents/IOC\\_Marketing/OLYMPIC\\_MARKETING\\_FACT\\_FILE\\_2014.pdf](http://www.olympic.org/Documents/IOC_Marketing/OLYMPIC_MARKETING_FACT_FILE_2014.pdf)



# Olympic Marketing Overview



**“As the Olympic marketing programmes continue to grow and develop, they ensure the future viability of the Games and provide essential support not only for the Olympic Games, but also for the Olympic Movement and the Olympic athletes.”**

**Gerhard Heiberg, IOC Marketing Commission Chairman**

## Objectives of the Olympic Marketing Programme

The main objective of the Olympic marketing programme is to ensure the independent financial stability of the Olympic Movement. By creating and maintaining long-term marketing programmes, the IOC is able to ensure the financial security of both the Olympic Movement and the Olympic Games.

The Olympic marketing programme also ensures that the Olympic Games can be experienced by the maximum number of people throughout the world, principally via broadcast to television and digital media platforms.

## At a Glance

- The main objective of the IOC's commercial programmes is to ensure the long-term, independent financial stability of the Olympic Movement
- Revenue is generated through several major programmes, including the sale of broadcast rights and sponsorship
- 90% of revenue generated is distributed to organisations within the Olympic Movement





### Did You Know?

- In the reporting period covering the Vancouver 2010 Olympic Winter Games and London 2012 Olympic Games (2009-2012), the Olympic Movement raised over USD 8 billion, including USD 3.9 billion from broadcast rights agreements and USD 950 million from the global TOP sponsorship programme.

### Olympic Revenue Sources

The IOC is a privately funded organisation. In fact, ever since the first modern Games were staged in Athens in 1896, the Olympic Movement has received contributions from corporations and broadcasters in order to support the staging of the Games.

Olympic marketing and commercial programmes play an integral role in the promotion, financial security and stability of the Olympic Movement, thereby assisting in the worldwide promotion of Olympism and staging of the Olympic Games, and providing vital support to the athletes.

Today the Olympic Movement generates revenue through a number of programmes:

- The IOC manages broadcast partnerships, The Olympic Partner worldwide sponsorship programme and the IOC's official supplier and licensing programme.
- The Organising Committees for the Olympic Games (OCOGs) manage domestic sponsorship, ticketing and licensing programmes within the host country, under the direction of the IOC.
- National Olympic Committees (NOCs) generate revenue through their own complementary commercial programmes.

### Revenue Distribution

The IOC distributes 90% of its revenue to organisations within the Olympic Movement, including the 204 NOCs, their Olympic teams and athletes, the OCOGs and the International Federations (IFs) of the various Olympic sports. These funds help support the staging of the Olympic Games and promote the worldwide development of sport.

The IOC retains 10% of Olympic marketing revenue to cover the operational and administrative costs of governing the Olympic Movement.

For more information about the Olympic marketing programmes, please read the IOC's Marketing Fact File ([www.olympic.org/Documents/IOC\\_Marketing/OLYMPIC\\_MARKETING\\_FACT\\_FILE.pdf](http://www.olympic.org/Documents/IOC_Marketing/OLYMPIC_MARKETING_FACT_FILE.pdf)).



# Olympic Broadcasting & Digital Media



**“Our Olympic broadcast partners support us in conveying the magic of the Olympic Games and the values of the Olympic Movement to billions of people around the world.”**

**Thomas Bach, IOC President**

## Did you know?

- Viewers around the world will be able to enjoy more hours of coverage of Sochi 2014 than any previous Winter Games
- Olympic broadcast partnerships have been the single greatest source of revenue for the Olympic Movement for more than three decades
- The revenue from the sale of broadcast rights to Sochi 2014 is approximately US\$1.26bn



As the owner of the broadcast rights for the Olympic Games, the IOC is responsible for granting the rights to television, radio, mobile and internet broadcasts to media companies around the world, ensuring that the Games have the widest possible global audience.

The Sochi 2014 Olympic Winter Games look set to be a significant milestone in the history of Winter Games broadcasting, with more coverage on more platforms than ever before.

The Games will be broadcast globally in more than 200 countries, with the Host Broadcaster, Olympic Broadcasting Services (OBS), producing more than 1,300 hours of coverage, compared with 900 hours for the Vancouver 2010 Olympic Winter Games.

Broadcasters around the world are also set to offer unprecedented levels of coverage, with more TV channels showing Games coverage than ever before, including a record number of free-to-air channels.

In total, more hours will be broadcast globally on television than ever before for an Olympic Winter Games, while a record number of hours will also be broadcast globally across all media platforms.

### **Record-breaking digital coverage**

For the first time in Olympic broadcast history, more hours will be broadcast on digital platforms than television/linear platforms, enabling Olympic fans around the world to follow the action wherever and however they like, with live and on-demand Internet and mobile coverage provided by Rights Holding Broadcasters within their respective territories.





## Sochi 2014 broadcasting highlights

OBS will utilise more than 450 cameras to produce more than 1,300 hours of live coverage.

The OBS team will increase from 150 full-time employees to a workforce of around 2,500 people by the start of the Sochi 2014 Games.

OBS will install 532 commentary positions and will provide a range of services to the RHBs at the competition venues, the International Broadcast Centre (IBC) and the Mountain Broadcast Centre (MBC).

- HDTV – OBS will offer 44 full HDTV feeds during the Games (competition venues, ceremonies, media conferences and beauty cameras).
- HSSM (High Speed Slow Motion) Cameras – Expanding its HSSM commitment from Vancouver, OBS will utilise up to 24 HSSM cameras.
- Specialty Cams – OBS plans to utilise a number of special camera systems, some of them for the first time in the Olympic Winter Games, to capture unique and original angles of particular sports.
- Olympic News Channel (ONC) – The Olympic News Channel will offer RHBs a continuous (24 hours a day) channel offering sports highlights, athlete interviews and special features.

## Key stats

- All 98 medal events covered live in HD
- 1,300+ hours of live sports, ceremonies and Olympic News Channel coverage produced
- Approximately 2,700 Games-time personnel
- 450+ cameras
- 532 commentary positions
- Rights-holding Broadcasters will carry Sochi 2014 broadcasts in 200+ territories
- Approximately 40,000sqm of functional space at the IBC



### Global broadcast coverage highlights

The host country, Russia, is set to deliver more Winter Games coverage than ever before, with over 11,700 hours of coverage across all platforms. Free-to-air channels including Channel One, Russia 1 and Russia 2 will air over 1,300 hours between them, while an additional 3,200 hours will be made available via seven pay TV channels, including Russia HD, Sport and NTV Plus channels, and 5,700 hours will be shown through seven websites. More than 1,300 hours of coverage is also due to be made available on mobile/tablet platforms.

In the USA, NBC Universal will present more than 1,539 hours of coverage of across NBC, NBCSN, CNBC, MSNBC, USA Network and NBCOlympics.com – the most ever offered by a US broadcaster for a Winter Games and more than the US coverage of the previous two Winter Games combined.

In Canada, free-to-air broadcasters CBC and Radio Canada Tele will air almost 700 hours of coverage, while there will be an additional 2,200 hours across pay TV.

Across Japan, a total of 538 hours will be broadcast by NHK (450 hours across General and BS1) and digital terrestrial TV channels NTV, TV Asahi, TBS, TV Tokyo and Fuji. Additional coverage will also be available online through Gorin and NHK websites and apps.

In Germany, ARD will be broadcasting 120 hours of coverage, of which 90 hours is expected to be live. There will also be an additional 100 hours on ZDF and 75 hours on Sport 1. An additional 10 online and mobile/tablet providers will also deliver Sochi 2014 coverage in Germany.

Following the success of London 2012, the BBC is set to offer British viewers its most comprehensive coverage of a Winter Games ever, with more than 200 hours of network TV coverage, as well as up to six live streams online covering every event, available on PC, tablet, mobile and connected TV.

Free-to-air Australian broadcaster Ten Network is set to air 550 hours of Winter Games coverage, which includes 370 hours on One. In addition to this there is due to be 960 hours of coverage available online, with additional coverage also provided via mobile and app offerings.





## Olympic Broadcasting Services

Olympic Broadcasting Services (OBS, [www.obs.es](http://www.obs.es)) was created by the IOC in 2001 in order to serve as the Host Broadcaster organisation for all Olympic Games, Olympic Winter Games and Youth Olympic Games.

The Host Broadcaster is responsible for delivering the pictures and sounds of the Olympic Games to billions of viewers around the world. It produces and transmits unbiased live radio and television coverage of every sport from every venue. This feed is called the International Signal or the World Feed.

In this role, OBS is responsible for developing a consistent approach across Olympic operations while at the same time optimising resources to continually improve the efficiency of the Host Broadcast operation.

OBS does so to ensure that all IOC contractual obligations are fulfilled and the Games' Rights Holding Broadcasters (RHBs) are satisfied with the overall television production of the Olympic Games.

## Revenue from Broadcasting Partnerships

Olympic broadcast partnerships have been the single greatest source of revenue for the Olympic Movement for more than three decades, providing a secure financial base and helping to ensure the future viability of the Olympic Games.

For more information about Olympic broadcasting, please visit the IOC's official website ([www.olympic.org/olympic-broadcasting](http://www.olympic.org/olympic-broadcasting)).



<sup>1</sup> Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Democratic Republic of Congo, Republic of Congo, Côte d'Ivoire, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Swaziland, Tanzania, Togo, Uganda, Zambia and Zimbabwe

<sup>2</sup> Anguilla, Antigua-Barbuda, Commonwealth of the Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Cayman Islands, Cooperative Republic of Guyana, Cuba, Dominica, Grenada, Haiti, Jamaica, Montserrat, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Surinam, Turks and Caicos, Trinidad and Tobago

<sup>3</sup> Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela

<sup>4</sup> Central Asia (5 territories) - Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan and 17 territories in Rest of Asia: Afghanistan; Brunei; Cambodia; Chinese Taipei; East Timor; Hong Kong; Indonesia; Iran; Laos; Malaysia; Mongolia; Myanmar; Papua New Guinea; Philippines; Singapore; Thailand and Vietnam

<sup>5</sup> Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan and Sri Lanka

<sup>6</sup> Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Georgia, Greece, Hungary, Iceland, Ireland, Israel, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russian Federation, Serbia, Slovakia, Slovenia, Sweden, Switzerland, Ukraine

<sup>7</sup> Algeria, Bahrain, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, United Arab Emirates, Yemen

<sup>8</sup> New Zealand, Cook Islands, Fiji, Kiribati, Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Independent State of Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu

## Rights Holding Broadcasters

Region	Territories	Rights Holding Broadcasters	Rights
Africa	South Africa & Sub-Saharan Africa <sup>1</sup>	SuperSport International	Pay satellite television, internet & mobile
Africa	Sub-Saharan Africa <sup>1</sup>	Infront Sports & Media AG	Over-the-Air TV, Radio, Internet, & Mobile platform
Africa	South Africa	South African Broadcasting Corporation (SABC)	Exclusive free-to-air TV and radio, and non-exclusive internet and mobile broadcast rights
Americas	Brazil	TV Globo and Bandeirantes	All except non-exclusive Over-the-Air TV
Americas	Brazil	Rádio e Televisão Record S/A	Non-exclusive Over-the-Air TV
Americas	Canada	CBC	All
Americas	Caribbean <sup>2</sup>	Sportsmax	All
Americas	Latin America <sup>3</sup>	América Móvil	All
Americas	USA	NBC	All
Asia	Asia (22 territories) <sup>4</sup>	Dentsu	All
Asia	China	CCTV	All
Asia	Japan	Japan Consortium	All
Asia	North & South Korea	Seoul Broadcasting System (SBS)	All
Asia	South Asia <sup>5</sup>	Star India	All
Europe	Europe (40 territories) <sup>6</sup>	Sportfive	All
Europe	France	France Télévisions	All
Europe	Germany	ARD & ZDF	All
Europe	Italy	Sky Italia	All
Europe	Spain	TVE	All
Europe	UK	BBC	All
Europe	Turkey	Fox Turkey	All
Middle East	Arab countries <sup>7</sup>	Arab States Broadcasting Union (ASBU)	All
Oceania	Australia	Network TEN	All
Oceania	New Zealand & Pacific Islands <sup>8</sup>	SKY Network Television Ltd	All



# Olympic Sponsorship



**“Our relationship with the Worldwide Olympic Partners is more than a commercial relationship, it is a partnership. Their contributions, be it through products, technology or expertise, are critical for the staging of the Olympic Games and their global reach and consumer understanding help us communicate the Olympic values to people around the world.”**

**Thomas Bach, IOC President**

Commercial partnerships have been crucial to the success of the modern Olympic Movement throughout its history and have been a major factor in the continued growth of the Olympic Games. Support from the business community is crucial to the staging of the Games and the operations of every organisation within the Olympic Movement.

Revenue generated by the global sponsorship programme accounts for approximately 40% of the IOC commercial programme revenue and Partners provide vital expertise, services and product support to the whole of the Olympic Family.

## At a Glance

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- Sponsorship is crucial to the successful staging of the Olympic Games
  - Official partners receive exclusive marketing rights and an association with the Olympic brand
  - The TOP Programme is the highest level of Olympic sponsorship
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## Did You Know?

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- The TOP Programme was created by the IOC in 1985
  - In the reporting period covering the Vancouver 2010 Olympic Winter Games and London 2012 Olympic Games (2009-2012), the Olympic Movement raised over US\$950 million from the global TOP Programme
- 

## Benefits for Olympic Partners

The Olympic Games are one of the most effective international marketing platforms in the world – reaching billions of people in over 200 countries and territories throughout the world – and official partners are able to enjoy this exceptional global exposure through an association with the Games. By aligning themselves with the Olympic rings, official partners also benefit from an association with one of the most widely recognised symbols in the world, which is linked to traditional ideals and values.

Through marketing programmes, showcasing, internal reward schemes and community outreach initiatives, the Games also offer partners an unparalleled opportunity to develop innovative ways to build their brands, increase sales, connect with the public, build customer relationships, motivate their employees, enhance their corporate reputation and leave a lasting company legacy in the communities where they do business.

## The Olympic Partner (TOP) Programme

Created by the IOC in 1985, The Olympic Partner (TOP) Programme is the highest level of Olympic sponsorship, granting exclusive worldwide marketing rights to both the Winter and Summer Games. The programme attracts some of the best-known multinational companies in the world and generates revenues that are distributed throughout the Olympic Movement, which ultimately supports the athletes.

In addition to the financial support generated by sponsorship, each Olympic partner's products, technology and expertise are vital to the successful staging of the Games. Partners also help promote the Games and the Olympic values across the world through their marketing campaigns and sponsorship activations, helping the Olympic Movement reach a wide global audience. Through this commitment, the Olympic partners provide the foundation for the staging of the Games and help more athletes from more countries participate on the world's biggest sporting stage.

Operating on a four-year term in line with each Olympic quadrennium, the TOP Programme is now in its eighth generation (TOP VIII) and features 10 Worldwide Olympic Partners, with each receiving exclusive global marketing rights within a designated product or service category.

The following pages outline the essential contributions that the Olympic partners have made to Sochi 2014 and highlight the innovative programmes that they have developed to support athletes and share the universal values of the Olympic Movement with billions of people around the world.

For more information about Olympic sponsorship, please visit the IOC's official website ([www.olympic.org/sponsors](http://www.olympic.org/sponsors)).



# Coca-Cola



**“The Coca-Cola Company has sponsored the Olympic Games since 1928. As the longest standing sponsor, we believe the Games provide a unique opportunity to share the Olympic spirit and values with people all over the world. Throughout the years, we’ve helped many National Olympic Committees send athletes from around the globe to compete and have seen first-hand the positive legacy the Games bring to the host city and country.”**

**Thierry Borra, Director, Olympic Games Management,  
The Coca-Cola Company**

## At a Glance

- Coca-Cola has supported the Sochi 2014 Olympic Torch Relay, with brand ambassadors greeting spectators along the route from a specially illuminated Coca-Cola 'Vlivaisya' truck.
- More than 2,000 of the 14,000 torchbearers who have carried the flame across Russia were selected through their commitment to their communities and a dedication to active healthy living.
- During the Games, the Coca-Cola Active Healthy Living Showcase will provide information and enable activities related to active healthy living and celebrate Coca-Cola's commitment to its rich Olympic heritage.

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For more than 80 years, support for the Olympic Games and the Olympic Torch Relay has been an integral part of The Coca-Cola Company. The Company is the longest-running continuous Worldwide Partner of both the Summer and Winter Games.

## Celebrating the Olympic Spirit Throughout Russia

From 1992 until the present day, Coca-Cola has also had the honour of spreading the excitement of the Olympic Games by supporting the Torch Relay.

Over the last two decades, Coca-Cola has helped take the Olympic flame to 42 countries, promoting active lifestyles and inspiring people to take on new challenges.

The Sochi 2014 Torch Relay will be the largest Olympic Torch Relay to date. Every relay sets new records, and this time the Olympic flame will travel its longest domestic route – it will be carried through the capitals of 83 federal subjects through the whole Russia, covering 65,000km in 123 days.

The flame reached new highs and lows as part of its Sochi expedition. It travelled to the North Pole aboard a Russian nuclear-powered icebreaker, sunk to the bottom of the world's deepest lake, Lake Baikal, climbed Mount Elbrus, the highest mountain in Russia, and blasted off into space aboard the Russian 'Soyuz' rocket from the Baikonur cosmodrome in Kazakhstan.

Coca-Cola has accompanied the Olympic flame on all segments of the Sochi 2014 route. Brand ambassadors have greeted spectators from a specially illuminated Coca-Cola 'Vlivaisya' truck, handing out limited edition Coke Glow Bottles, flags and more.

More than 2,000 of the 14,000 torchbearers who have carried the flame across Russia were selected through a national campaign organised by Coca-Cola, which received more than 65,000 applications and 14 million votes.

## Keeping the Spirit Alive Inside the Park

The Coca-Cola Active Healthy Living Showcase – 'V Dvizhenii' ('in movement') – is an integral part of the Active Healthy Living (AHL) initiative in Russia. It is a branded, mobile platform that acts as a tangible experience that will actively and positively engage AHL legacy to the company's core populations, provide information and enable activities related to active healthy living and celebrate Coca-Cola's commitment to its rich Olympic heritage.

The Showcase is composed of two domes, with the first dome being about the Coca-Cola System, including historical facts, ingredient facts, history with sport, history in Russia and more. Fans will also have the opportunity to get their photo take with the Sochi 2014 Olympic Torch.

Dome Two is all about getting active, providing interactive activations and showing the ways in which people can be active at home, in the street and in sport facilities in a fun and easy manner. The Coca-Cola AHL Showcase will be launched during the Sochi 2014 Olympic Winter Games and will then travel to cities across Russia to engage whole communities in remarkable experiences of active healthy living until the FIFA World Cup, hosted by Russia in 2018.



# Atos

CIS

Commentator Information System

sochi.ru  
2014Atos  
Worldwide IT Partner

Alpine Skiing



Biathlon



Bobsleigh



Cross-Country



Curling



Figure Skating



Freestyle Skiing



Ice Hockey



Luge



Nordic Combined



Short Track



Skeleton



Ski Jumping



Snowboard



Speed Skating



Ceremonies



All Sports



**“We are proud to be Worldwide IT Partner since 2001 and are delighted to be working with Sochi 2014 on what will be our seventh Olympic Games as a Worldwide IT Partner. We are drawing on our extensive experience of delivering the technology infrastructure and systems from previous Games. For us the Olympic Games is an unparalleled platform to communicate to all our employees, clients and other stakeholders what we’re doing. If we can do it for the Games, imagine what we can do for you!”**

**Patrick Adiba, CEO, Olympics and Major Events and Global Head of Human Resources, Atos**

## At a Glance

- As the Worldwide IT Partner for the Olympic Games, the Business Technologists from Atos integrate, manage and secure the vast IT systems that relay results, events and athlete information to spectators and media around the world.
- As lead integrator, project manager and IT operations manager, Atos is ultimately responsible for the entire IT infrastructure of the Games.
- For more information, visit [www.atos.net/olympicgames](http://www.atos.net/olympicgames)

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From the nerve centre in the Technology Operations Centre to each Olympic venue and even mobile devices, IT plays an important role throughout the Games, contributing significantly to the development, management, and distribution of the information that is critical to the success of the Games.

## What Atos Delivers

Atos' challenge is to create, through its 3,000 technology specialists, an IT solution for each Olympic Games that allows the capture and reporting of every moment of the action and supports in bringing it to the world via television and the Internet, first time, every time. This requires a blend of specialist skills and experience backed up by a complete understanding of just what the organisers, competitors and audience expect. As lead integrator, project manager and IT operations manager, Atos is ultimately responsible for the entire IT infrastructure of the Games.

- Design – Atos is responsible for designing a complex and secure high quality IT infrastructure on time, to specification and within budget. While designing architecture for current Games, Atos considers the next Games and how to transfer the knowledge gained.
- Build – Atos implements IT security preventative measures to protect against physical and digital attacks on the IT network architecture. The company is also responsible for building and refining a customised suite of software applications that power the Olympic Games.
- Operate – Atos applies its 'one team' approach to ensure that a complex network of IT partners and suppliers, employees and volunteers work together to deliver the best possible service and support to each Olympic Games.

## Security and Risk Management

For the London 2012 Olympic Games, Atos collected and filtered more than 15 million IT security events each day to detect any potential security risk for the Olympic Games IT systems. From these, less than 700 were identified as real issues and all were resolved, with no impact at all on the Olympic Games. Atos will implement similar practices for Sochi 2014.

## Games Management Systems

The Games Management Systems support the planning and operations of the Games, including accreditations (200,000 to be issued), sport entries and qualification (for 5,500 athletes), workforce management and the volunteer portal (for 25,000 volunteers).

## Information Diffusion Systems

This group of systems delivers real-time results to the media and the Olympic family. This includes the Commentator Information System and myInfo+.

- myInfo+ – The new internet application enables accredited media, sports officials and athletes to access information such as schedules, transport news and sports records.
- Commentator Information System (CIS) – The CIS provides commentators and journalists with touch-screen technology that gives results in real time, so quick they can see the results before they hear the roar of the crowd. We have also enhanced and extended our Remote CIS system. This service enables commentators to access the same competition results from the studios in their home countries in a fraction of a second.



# Dow



**“The ‘Sustainable Future’ programme developed by Dow for Sochi 2014 demonstrates our industry-leading capabilities and strong commitment to partner with OCOGs and local governments to help them deliver higher-performing and more sustainable Games.”**

**George Hamilton, Vice President, Dow Olympic Operations**

## At a Glance

- Dow enabled the mitigation of Sochi 2014's direct carbon footprint through the implementation of energy-efficient, low-carbon technologies across Russia.
- Dow offset the entire travel footprint of athletes, spectators and media – a first of its kind commitment for the Olympic Games.
- Science-based solutions and technologies from Dow are being used in all competition venues of the Coastal Cluster, the Main Media Centre, the Sanki Sliding Centre, RusSki Gorki Jumping Centre and in various infrastructure projects throughout Sochi and the Krasnodar region.

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Dow is a science and technology company with 54,000 employees worldwide. It manufactures more than 5,000 products at 188 sites in 36 countries around the world for customers in approximately 160 countries, with annual sales of US\$57 billion in 2012.

As the Official Chemistry Company of the Olympic Games and Worldwide Partner through 2020, Dow took a step forward in its commitment to help enable higher-performing and more sustainable Games by incorporating the unique role of Official Carbon Partner of the Sochi 2014 Organising Committee. Since March 2013, Dow has been implementing energy-efficient technologies and low-carbon solutions within the Russian Federation to mitigate the direct carbon footprint associated with the delivery and hosting of the Games.

## Raising the bar for Games with minimal climate impact

Dow shares the vision of the Sochi 2014 Organising Committee and embraces the challenge of setting new standards for minimising the Games' impact on the climate. Through the "Sustainable Future" programme, Dow enabled carbon neutrality of Sochi 2014's direct emissions by implementing technologies that reduce greenhouse gas emissions and bring innovations to three key areas of the Russian economy: infrastructure, agriculture and industry.

## A long journey with neutral footprint

For the first time in Olympic Games history, Sochi 2014 will have a carbon neutral footprint associated with the travel of athletes, spectators and media heading to Russia from all over the world. To ensure more sustainable Games, Dow enabled the mitigation of travel-related emissions through a portfolio of high-quality offset projects developed to international standards. Embracing the global spirit of the Games, this portfolio includes offset projects from Russia, Brazil and South Korea – countries that will host the next three Olympic Games.

## 40 years of innovation – and counting

As Russia hosts the Olympic Winter Games for the first time in 2014, Dow will celebrate 40 years of in-country presence and successful partnerships with customers from various industries. The company employs more than 250 highly qualified specialists and operates two state-of-the-art manufacturing facilities, in Ramenskoye and the Dow Izolan plant in Vladimir, providing innovative solutions to customers in Russia, Ukraine, Kazakhstan and other countries in the CIS.

## On the field-of-play and in our daily lives

Solutions from Dow are playing a key role to enable higher-performing Games and improve the Olympic experience for athletes and fans everywhere. The company's products and technologies will be present in all main venues of the Coastal Cluster (like the Bolshoi Ice Dome, Iceberg Skating Palace, Ice Cube Curling Centre, Adler Arena and the Fisht Olympic Stadium) and two of the five competition venues in the Mountain Cluster (Sanki Sliding Centre and RusSki Gorki Jumping Centre). Dow solutions also contributed to the infrastructure improvements that took place in Sochi and the surrounding region, with high-performance products and technologies being used in both Clusters, city hotels, power plants, railways, souvenir bags and recycle bins. From cables to piping, from coatings to packaging, Dow solutions will help to make unforgettable Games for athletes, delegations, spectators and fans – in Sochi and around the world.





# GE



**“We are committed to working with the IOC and the local Organising Committees to deliver world-class infrastructure solutions and a sustainable legacy to future generations.”**

**Jeff Immelt, GE Chairman & CEO**

## At a Glance

- GE will provide essential equipment to efficiently generate, distribute and measure power during the Games.
- GE is also equipping the Polyclinics in the Olympic Village and on the mountain with leading healthcare equipment
- For more information, visit [www.ge.com](http://www.ge.com)

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As a Worldwide Olympic Partner, GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic Games. GE works closely with host countries, cities and Organising Committees to provide infrastructure solutions for Olympic Games venues including power, water treatment, and transportation, and to supply hospitals with ultrasound and MRI equipment to help doctors treat athletes.

GE's Olympic Games partnership was launched in January 2005 and continues through to the 2020 Summer Games, including Rio 2016, Brazil, the Pyeongchang 2018 Winter Games in Republic of Korea, and the 2020 Summer Games in Tokyo, Japan.

## GE & Sochi 2014

There will be GE equipment in all Olympic venues at Sochi 2014. Highlights of GE's contribution to healthcare technologies and infrastructure include: a wide range of digital imaging equipment to the Olympic Polyclinics including MRI, CT, X-Ray and Ultrasound equipment allowing the diagnosis of even the smallest strains and sprains to provide athletes and coaching teams with vital information for competition.

Two GE advanced technology aeroderivative gas turbines will provide both base load and peak load power for the Games. Also, more than 1,300 of GE's Uninterruptible Power Supplies are installed across the Olympic venues. The technology provides critical power monitoring and protection.

## Sporting Legacy

GE is the Elite Partner of the Russian snowboarding and ski team, providing support and expertise for the athletes as they prepare and compete at the highest levels in the run up to the 2014 Olympic Winter Games.

## Olympic Community

GE donated a mobile mammography unit to the Krasnodarsky Region of Russia for the early detection of breast cancer as its legacy gift to the Sochi 2014 Olympic Winter Games. According to research conducted by the Russian Oncological Scientific Centre and Ministry of Healthcare and Social Development, every year 50,000 Russian women are newly diagnosed with breast cancer and it is the most common cause of death among women aged 45-55 years.





# McDonald's



**“During each Olympic Games, the world comes together to celebrate the passion and inspiration we see from each and every athlete. As a proud sponsor of the Games for 37 years, McDonald’s celebrates and applauds everyone who shares in the joy of the Olympic Games, and will look for opportunities to bring people together through that unified spirit.”**

**Dean Barrett, McDonald’s Global Marketing Officer  
and Senior Vice President**

## At a Glance

- Nearly 350 Russian Olympic Champion Crew members from across the country will serve at McDonald's onsite restaurants
- McDonald's is planning to bring together children from the host country Russia for a once-in-a-lifetime opportunity in Sochi to experience the Games first hand
- As a part of its legacy to the city of Sochi, McDonald's will donate a new children's playground which is designed to meet the needs of children with disabilities
- For more information, please visit [www.aboutmcdonalds.com](http://www.aboutmcdonalds.com), [www.facebook.com/mcdonaldscorp](https://www.facebook.com/mcdonaldscorp), or [www.twitter.com/mcdonaldscorp](https://www.twitter.com/mcdonaldscorp)

## Media Contact

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McDonald's support of the Olympic Movement began with the 1968 Olympic Winter Games in Grenoble, France, when the company airlifted hamburgers to USA athletes after they reported being homesick for McDonald's food. Sochi marks the company's tenth consecutive Games as the Official Restaurant and McDonald's will celebrate the spirit of the Games with everyone around the world.

McDonald's Olympic activities will create opportunities for new connections for fans, athletes and customers, while fostering a spirit of unity and togetherness for all those participating in or celebrating the Games.

## Quality Food During the Games

McDonald's continues its role in feeding the spectators, athletes, coaches, officials, and media onsite at the Games. McDonald's is building two 24-hour restaurants: one in the Coastal Cluster Athletes' Village and one in the Main Media Centre, which will feature a McCafé menu. In addition, McDonald's will have five permanent restaurants in Sochi and the surrounding region that residents and visitors will be able to enjoy during and after the Games.

For the first time, McDonald's will debut several menu items new to Russia including grilled chicken, frappes and smoothies.

## McDonald's Champions of Play

As part of the company's ongoing commitment to children's well-being, McDonald's is planning to bring together children from the host country Russia for a once-in-a-lifetime opportunity to experience the Games first-hand in Sochi. They will attend Olympic events, meet athletes, and experience special Olympic moments with behind-the-scenes access at the Games. In addition, the children will share the sights and sounds of the Games through their eyes with their hometown press, family, friends and their communities.

## McDonald's Olympic Champion Crew

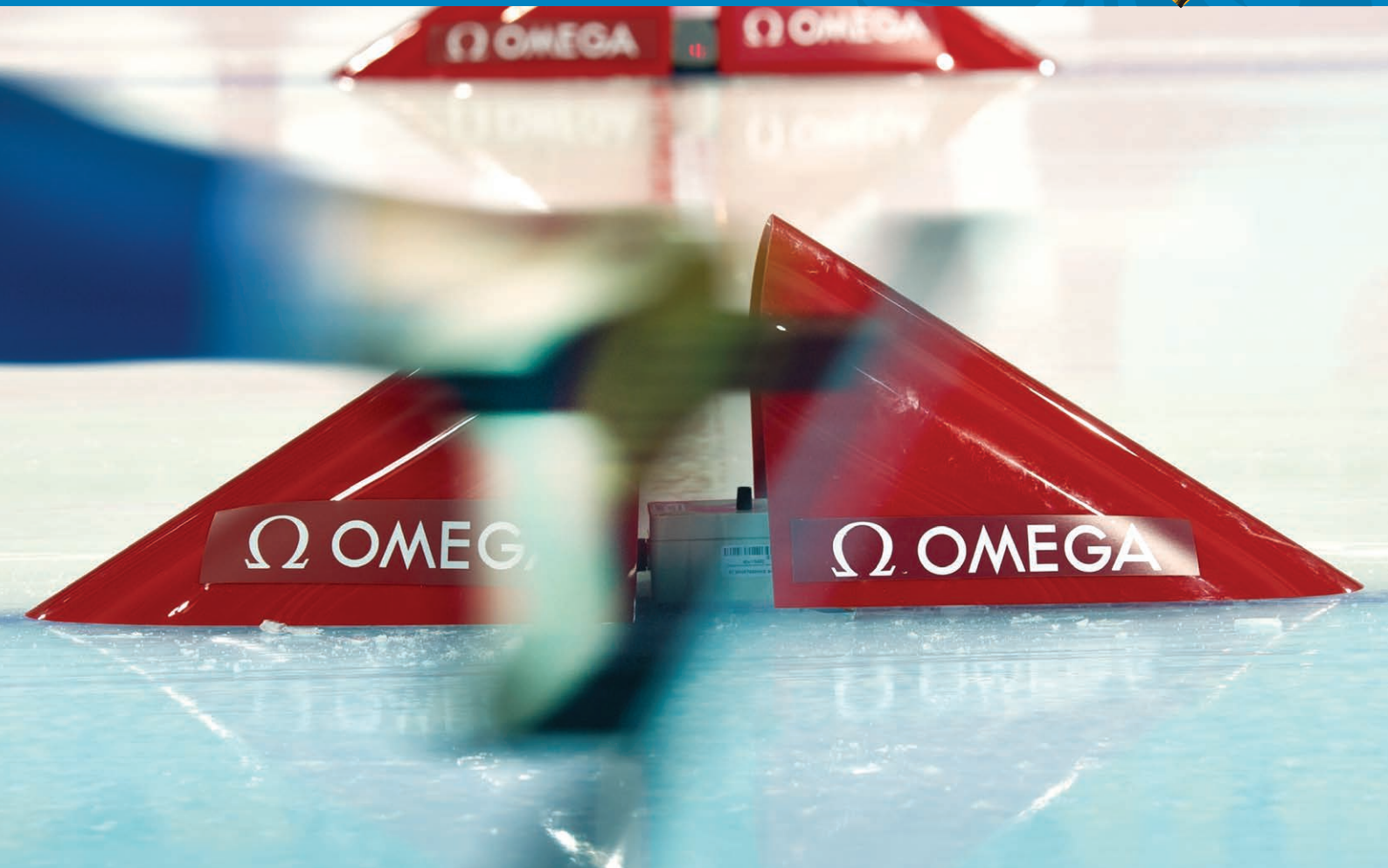
McDonald's onsite restaurants will be staffed during the Games by nearly 350 Russian Olympic Champion Crew members from across the country. McDonald's Olympic Champion Crew, which has been part of McDonald's sponsorship activity since the 2000 Sydney Olympic Games, recognises and rewards top performing restaurant staff. They will serve spectators, athletes, coaches, officials and media at the Games.

## Playground to be dedicated to Sochi

For years, McDonald's has understood the importance of play bringing families and friends together. The company's commitment to providing access to all types of play comes to life through local market grassroots programmes that champion physical and creative play. As a part of its legacy to the city of Sochi, McDonald's will donate a new children's playground. The playground is designed to meet the needs of all children, including those with disabilities, enabling them to play, learn and be active together.



# Omega



**“Omega is honoured to assume the role of Olympic Games Official Timekeeper for the 26th time since 1932 and we look forward to recording and displaying the results of the world’s most talented winter athletes. Sochi is sure to be a memorable venue, one that will give the world a chance to witness some of the most spectacular moments in Olympic Winter Games history and experience the unique culture of the largest country on Earth.”**

**Stephen Urquhart, President of Omega**

## At a Glance

- Omega is the Official Timekeeper and data handler for Sochi 2014 and will introduce new timekeeping technology that will be used in the bobsleigh competitions
- Leading up to the Olympic Winter Games, Omega unveiled nine Countdown Clocks across the Russian Federation
- Omega will measure more than 650,000 times, distances and scores in Sochi, using 230 tonnes of equipment
- For more information, go to [www.omegawatches.com](http://www.omegawatches.com)

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## Sochi 2014 Timekeeping Technology

In Sochi, Omega will measure more than 650,000 times, distances and scores, using 230 tonnes of timekeeping, scoring and data-handling equipment, more than 70 kilometres of copper and fibre-optic cables and a 260-person staff made up of 15 nationalities and supported by 215 volunteers.

Omega will also introduce brand new timekeeping technology that will be used in the bobsleigh competitions. This innovation will make important in-run data available instantly to TV viewers around the world. The information will be gathered by the Omega Measurement Unit, which is mounted on each bob. This innovative new device consists of a speed sensor, a 3D acceleration sensor and a 3D gyro-sensor, all of which acquire data in real time.

Omega timekeeping technology will also play a key role in the Olympic speed skating events, where results are determined to the nearest thousandth of a second by a photo-beam located on the surface of the ice at the finish line. In case of disputes, the Omega Scan'O'Vision photofinish camera records the action at the finish line at 2,000 frames per second.

In cross-country skiing, meanwhile, timekeepers will use the Omega Universal Tracking System, based on global positioning system (GPS) technology, to track the locations of the athletes throughout the race, allowing them to measure the distances between the skiers at any time.

## The Countdown Clocks

Omega erected the first of its Sochi 2014 Olympic Winter Games Countdown Clocks in the host city on 14 May 2011, and an additional eight clocks were revealed in major cities across the country in February 2013 to mark the one-year countdown. The clocks are 3.5 metres high and feature a design inspired by the spirit of the dynamic and distinctive host country, a region which is defined as much by its history and tradition as by its contemporary outlook. Its shape and colours communicate the contrasting landscape in Sochi and represents the country's cultural and artistic history.

## Omega Sochi 2014 Limited Edition Timepieces

To commemorate the 2014 edition of the Olympic Winter Games, Omega introduced three special limited edition wristwatches inspired by the Olympic spirit and the colours of the flag of the host country. The Omega Seamaster Planet Ocean "Sochi 2014" Limited Edition is available in two versions. The caseback of each timepiece is stamped with the logo of the Sochi 2014 Olympic Winter Games and the limited edition number. The 18K yellow gold Sochi Petrograd highlights a piece from Omega's Museum Collection and is limited to 100 pieces. As with the other "Sochi 2014" models, the caseback is stamped with the logo of the Games.

## Omega Pavilion

The Omega Pavilion is an impressive structure that will showcase the brand and the company's campaigns and events. The ground floor of the two-storey pavilion will be open to the public and visitors will be able to see demonstrations at the watchmaker's table, view a 3D speed skating video, explore the interactive bobsleigh simulator and discover some of Omega's most historical timepieces in an inviting, branded environment.



# Panasonic



**“It is an honour and a great responsibility to support such a large-scale event. Now most of the Olympic venues in Sochi will be equipped with Panasonic products including professional video cameras, LED screens and video conferencing systems. I hope that the guests will appreciate our cutting-edge technologies developed especially for Sochi, such as a unique mediacube – a large seamless panoramic screen, which will demonstrate the competitions in the Bolshoi Ice Dome.”**

**Alex Nunoya, Director of Sochi 2014 Project,  
Panasonic Russia**

## At a Glance

- Panasonic has installed five LED screens, with a total area of 745sqm, at Olympic venues in Sochi
- 9,000 Panasonic surveillance cameras have also been installed
- Panasonic's latest P2HD broadcast equipment will be used in the International Broadcast Centre
- For 25 years, Panasonic has been the Worldwide Olympic Partner in the Audio Visual equipment category, acting as an exclusive supplier of high-tech professional audio and video products for the Olympic Games.

## Media Contact

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Left: Panasonic LED screens in the Main Operations Centre



## Panasonic equipment at Olympic venues

Five LED screens, with a total area of 745sqm, have been installed at sport facilities in Sochi. Two of them are located in the Bolshoi Ice Dome (a mediacube and a circular LED track encircling the arena), with two more screens in the Iceberg Skating Palace, which will host figure skating competitions. Another giant LED screen is installed at the Sanki Sliding Centre in Krasnaya Polyana.

## Surveillance cameras

The safety of athletes and visitors will be guaranteed by more than 9,000 Panasonic surveillance cameras, which have been installed at the Olympic venues and infrastructure facilities in Sochi. Modern surveillance systems will be installed throughout the Olympic Park, at the Fisht Olympic Stadium, the Bolshoi Ice Dome and the Media Centre, as well as in the Olympic Village. In the Mountain Cluster, surveillance systems are installed at the Sanki Sliding Centre, as well as at the Olympic venues where Alpine skiing, freestyle skiing, snowboarding, ski jumping and other competitions will take place.

## Video conferencing

Panasonic's HD video conferencing equipment will also connect 52 spots at the Olympic venues in Sochi, including the Fisht Olympic Stadium, the Iceberg Skating Palace, the Sanki Sliding Centre, the Main Operation Centre and the offices of the Sochi 2014 Organising Committee in Sochi. The conferencing equipment enables the Organising Committee to establish direct connections and communicate with venues by holding video talks. Similar video conferencing equipment has been installed at the headquarters of the International Olympic Committee in Lausanne, and was also used during Vancouver 2010 and London 2012.

## Broadcasting the Games

Panasonic also supports the broadcast recording of all Olympic competitions and events, enabling people all over the world to watch the Olympic Games. Sochi 2014 will be no exception – the latest P2HD broadcast equipment will be used in the International Broadcast Centre. In total, 100 P2HD recorders and 50 P2HD camera recorders will be installed.

Panasonic will also supply 50 of the most modern ultra bright projectors. In addition, sports facilities in Sochi will get more than 3,000 monitors, including waterproof monitors for outdoor venue use.

## Household appliances

Special attention will also be paid to the everyday lives of the Olympians. As an Official Supplier of Sochi 2014 in the home appliances category, Panasonic provides a wide range of home and kitchen appliances for the most effective and convenient work life of participants and organisers of the Games.

Left: Panasonic's LED 'mediacube' in the Bolshoi Ice Dome



# Procter & Gamble



**“P&G brands look at Olympic sponsorship through a special lens. Our brands don’t just live at the finish line; they’re about the everyday journey athletes take to get to the Games, a journey they started in childhood with their moms. That’s why if a P&G brand sponsors an athlete, we also celebrate the mom who helped get them there.”**

**Marc Pritchard, P&G Global Brand Building Officer**

## At a Glance

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- P&G will host athletes and their families in the P&G Family Home during the Games
  - The company's Thank You Mom campaign pays tribute to the mothers of Olympians through a series of short films
  - P&G and its brands are supporting athletes from more than 20 countries
- 

## Media Contact

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- 

During the Sochi 2014 Olympic Winter Games, P&G brands will help take care of many of the everyday needs of athletes, so they can focus on performing at the top of their game. The company's oral care brands – including Crest and Oral B – are supporting the Polyclinic, Ariel will launder 30,000 linens a day, Fairy will help clean up after five million people each day and P&G's household care brands will help keep the Olympic Village clean.

## Brand Campaigns

P&G and its brands will support athletes from more than 20 countries. The athletes will be featured in advertising and retail programmes in more than two million stores around the world. Examples of P&G brand campaigns include:

- P&G Beauty will inspire women to 'Look Winter Wonderful' this season, and the Olay® campaign in particular will feature Lindsey Vonn (American Alpine skier and Olympic gold medallist)
- Gillette is encouraging men everywhere to 'Reveal their Inner Steel' featuring Alexander Ovechkin (Russian Olympian, ice hockey) as well as Sven Kramer (Dutch Olympic gold medallist, speed skating).
- Pantene and Elena Ilynikh (Russian Olympic hopeful, figure skating) are proving that hair can pass the winter torture test to 'Win Over Winter and Shine!'
- Head & Shoulders is washing out flakes and washing in inner confidence with Evgeni Malkin (Russian Olympian, ice hockey).

## Thank You Mom

The P&G Thank You Mom campaign recognises and celebrates the mothers behind the athletes by thanking them for all they do to raise good children. It is part of P&G's worldwide partnership with the Olympic Movement and is the biggest campaign in the company's 175-year history.

As part of the Sochi 2014 campaign, the company will continue its tribute to mothers and athletes around the world, producing 28 Raising an Olympian films. The Raising an Olympian series brings to life the daily lessons all mothers teach. From their child's first steps to their first failures, the series highlights the unconditional love mothers give their children. The video series can be viewed on P&G's YouTube channel.

## P&G Family Home

At the Games, P&G will host athletes and their families in the P&G Family Home. Salon services, family rooms, dining and special events will all be part of this home away from home. Here, families will be able to watch their athlete compete, get makeovers before big media moments, and celebrate victories together.

Wella stylists will also treat mothers to precision haircuts and colouring, while Pantene is pampering visitors with cutting-edge hairstyles. Covergirl artists will make over guests with stunning nail and makeup services, while Gillette is offering the men a chance to get a hot shave while taking in the Games. Pampers is also sponsoring a changing room complete with diapers and wipes for families with young children.





# Samsung

## Smart Olympic Games Launching Ceremony

SAMSUNG

OFFICIAL SM



**“The ‘Samsung Smart Olympic Games Initiative’ will draw more people into the Sochi 2014 Olympic Winter Games through compelling mobile devices and interactive experiences. We’re creating a digital doorway to the wonder, excitement, and inspiration of Sochi 2014. Samsung aims to achieve a truly paperless, wireless and seamless Olympic Winter Games, and to take the Olympic spirit to communities around the world through our innovative mobile technology.”**

**Younghee Lee, Executive Vice President of  
Global Marketing, IT & Mobile Division at  
Samsung Electronics**

Samsung began its 25-year relationship with the Olympic Games as a local sponsor of the Seoul 1988 Olympic Games. Since the Nagano 1998 Olympic Winter Games, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communication Equipment category, providing its proprietary wireless communications platform, called Wireless Olympic Works (WOW), and mobile phones. As a global leader in technology, Samsung provides the Olympic Family with innovative mobile phone technologies, real-time, user location based information services and interactive communications.

## At a Glance

- Samsung has teamed up with the IOC to provide all the Olympic athletes with the new Samsung Galaxy Note 3, the official Olympic Winter Games phone, to make it easier to stay connected and capture their Olympic Winter Games experience.
- Samsung will provide its wireless communications platform, called Wireless Olympic Works (WOW), to the Olympic Family. The Public WOW service will also be available to general public users around the world for Sochi 2014.
- Samsung GALAXY Team, consisting of more than 80 promising Olympians from 20 countries, will engage with sports fans around the world through Samsung's products and interactive programmes.
- Samsung GALAXY Studio presents state-of-the-art mobile technologies and various events at the Olympic Park, in downtown Moscow and Sochi, and top ski resorts in Europe.

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## Samsung's Smart Olympic Games Initiative

Samsung, in collaboration with the IOC, has introduced the "Samsung Smart Olympic Games Initiative", which will create a digital doorway into the Olympic spirit for the athletes, officials, and staff in Sochi and for fans worldwide, making Sochi 2014 a seamless part of today's digital lifestyle.

## Official Olympic Winter Games Phone

The new Samsung GALAXY Note 3 has been named the official Olympic Winter Games phone for Sochi 2014 as part of the "Samsung Smart Olympic Games Initiative". For the first time in Olympic Games history, Samsung and the IOC have joined forces to provide the Olympic Winter Games Phone to all Sochi 2014 athletes to enjoy, capture and share their Games experience with friends and family around the world in a smarter way through innovative Samsung technology.

## Wireless Olympic Works (WOW)

The Samsung Wireless Olympic Works (WOW) is a wireless innovation that was developed specifically to ensure that every member of the Olympic Family will be provided with real-time Games-time data and information. Samsung's unique communications platform will also be available to the general public for Sochi 2014. The Public WOW app is aimed to involve more sport fans around the world with the Games and provide information about all of the events reliably and fast.

## Samsung GALAXY Team

Samsung has formed its largest-ever GALAXY Team of inspirational Olympic hopefuls for Sochi 2014, consisting of more than 80 promising athletes from 20 countries. The team includes icons such as Evgeny Malkin (Russia), Magdalena Neuner (Germany), Armin Zoeggeler (Italy), and Hayley Wickenheiser (Canada). The GALAXY Team will promote the Olympic Movement and enable interaction with their supporters to make Sochi 2014 the most accessible Games ever. Additionally, Samsung will continue with its international programme called Samsung Mobilers, inviting bloggers to come to Sochi during the Olympic Winter Games to share their experience of Sochi 2014, as well as stories around the Samsung GALAXY Team with the entire world.

## Samsung GALAXY Studio

Samsung is enabling consumers to fully engage with its unique smartphone technology and connect with the Olympic Winter Games through interactive events at the Samsung GALAXY Studios in various venues around Russia and Europe. Samsung GALAXY Studio On-the-Go was a wide-scale roadshow that featured winter sports-themed mobile containers, travelling around 15 major Russian cities, where people began to capture and share their own Olympic Winter Games experience. Samsung will also create Samsung GALAXY Studios in the Olympic Park, as well as further locations in Moscow, Sochi, and other top ski resorts in Europe, to offer a hands-on brand experience.





# Visa



**“The Olympic Games represent that moment in time when the world unites to be inspired by and celebrate the exceptional achievements of world-class athletes. When the eyes of the world focus on these events, Visa is there. For more than 27 years, our sponsorship of the Olympic Movement has helped bring the Visa brand to life, connecting our message with consumers and creating value for our stakeholders.”**

**Charlie Scharf, CEO, Visa Inc.**

## At a Glance

- Visa implements and manages the payment system infrastructure and network throughout all Olympic Games venues
- During Sochi 2014, Visa will provide more than 1,500 contactless enabled point-of-sale devices in merchant locations in Olympic Games venues as well as 16 ATMs within the Games footprint
- For more information on Visa, visit [www.visa.com/olympicmediakit](http://www.visa.com/olympicmediakit)

## Media Contact

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Visa has been a sponsor of the Olympic Games for more than 27 years and is the only payment card accepted at the Sochi 2014 Olympic Winter Games. Visa will remain the exclusive payment services sponsor and the only card accepted at the Olympic Games through 2020.

## Team Visa Sochi

Since 1986, Visa has empowered more than 1,000 athletes through its Team Visa programme and partnerships with National Olympic Committees and Olympic Teams worldwide. Visa's athlete sponsorships provide valuable marketing exposure and financial support to Olympics hopefuls in pursuit of their Olympic goals. For Sochi 2014, Visa is supporting more than 30 Olympic and Paralympic athletes from more than nine countries including Canada, Japan, Korea, Russia and the United States.

## On-Site Operations

At every Olympic Games, Visa implements and manages the payment system infrastructure and network throughout all Olympic venues. For the Sochi 2014 Olympic Winter Games, there will be more than 1,500 contactless enabled point-of-sale devices in merchant locations in Olympic Games venues. Visa will also set up 16 ATMs within the Games footprint, 150 vending machines, and seven Visa Customer Service Booths at the Mountain and Coastal clusters that will offer on-site assistance to account holders.

## Olympic Marketing Campaigns

Visa's global Olympic marketing campaign, running in over 20 countries, celebrates the achievements of Olympic athletes as a means to inspire consumers to pursue their own dreams. The "social by design" campaign includes social media extensions, television and digital advertising and usage promotions to connect with account holders and Olympic fans, driving preference for and usage of Visa products worldwide. Visa is utilising popular social media platforms around the world, including Facebook ([www.facebook.com/visa](http://www.facebook.com/visa)) and Twitter (@Visa) to encourage fans to share what inspires them, and lend their support to Olympic athletes.

In Russia, Visa has partnered with Sochi 2014 National Partners Sberbank and Aeroflot to produce a number of local consumer promotions. Utilising social media in their ongoing media efforts, Visa Russia also developed a mobile game allowing consumers to compete virtually in winter sports for a chance to win a trip to attend the Sochi 2014 Olympic Winter Games. Visa has also launched several Olympic-themed advertising campaigns at the Sochi airport and with point-of-sale promotions and branding at large local retail chains.





# Sochi 2014 Domestic Partnership Programme



In addition to the funding and support offered by the Worldwide Olympic Partners, Sochi 2014 has also benefited from a domestic sponsorship programme – managed by the Sochi 2014 Organising Committee – which has granted exclusive marketing rights within the host country to further help fund and stage the Games.

The Sochi 2014 domestic sponsorship programme has raised approximately US\$1.3bn – more than any other Winter Games in history – to help support and organise the Games, while also providing the Organising Committee with help for specific operational needs during planning and staging. The programme has also supported the Russian National Olympic Committee.

For more information about domestic sponsorship, please visit the IOC's official website ([www.olympic.org/sponsors/local-sponsorship](http://www.olympic.org/sponsors/local-sponsorship)).

## Did you know?

- The Sochi 2014 domestic sponsorship programme has raised approximately US\$1.3bn – more than any other Winter Games in history – to help support and organise the Games



## Aeroflot

As a General Partner of Sochi 2014, Aeroflot has played a key role in preparations for the Games, from the innovative application of cutting-edge technologies in the Sochi airport, to the delivery of the Olympic flame to Moscow for the start of the Sochi 2014 Olympic Torch Relay. The airline is an official carrier of the Russian Olympic team and the Russian delegation to the Games. Aeroflot is also committed to increasing the number of domestic flights to Sochi and launching a new direct route between Sochi and Frankfurt, a major European hub, to ensure timely and comfortable transportation of the world's best athletes and their fans to the Winter Games. This job is to be done by Aeroflot's brand-new aircraft in a special Olympic livery.



## BOSCO

Lifestyle brand BOSCO was created by Russian design, fashion and retail group BOSCO DI CILIEGI and provides Olympic kits for both athletes and fans. BOSCO has long been an established name in Russia, supporting the Sochi bid from 2005 and becoming a General Partner of the Sochi 2014 Olympic Winter Games in 2009. The brand is defined by three overarching principles: support for the Olympic Movement; national pride; and an open, inclusive attitude to the world.

BOSCO is the exclusive Games outfitter – creating 45,000 stylish and comfortable outfits for Sochi 2014 staff and volunteers, as well as 21,000 outfits for the Olympic and Paralympic Torchbearers, producing well over one million items of clothing, shoes and accessories. BOSCO is also the exclusive partner of the Russian National Olympic and Paralympic teams.



## MegaFon

In 2009, MegaFon became the mobile partner of Sochi 2014 in the telecommunications category and the company has used its experience and resources to build the cutting edge telecommunication infrastructure in Sochi.

The mobile coverage during the Games in Sochi will be provided by more than 680 base stations in 2G/3G standards and – for the first time in the history of the Olympic Games – by more than 270 base stations in 4G standard. There will be no restriction on the data transmission, which will give MegaFon the opportunity to demonstrate its ability to provide high-speed Internet from 10Mb per second. This speed allows users to access high-speed mobile Internet and even watch video online.

MegaFon has endeavoured to deliver superb mobile connection and high-speed Internet to fans, athletes and visitors, with each MegaFon subscriber able to upload more than 1Gb of data traffic. MegaFon's MeteoFon technology is also being used to monitor weather conditions and to prevent natural emergency situations.

The innovative telecommunications infrastructure that MegaFon has built will also provide lasting benefits for Sochi long after the Games have ended.





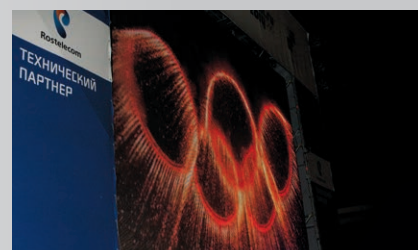
## Rosneft

Rosneft fully meets the fuel demands of the Sochi 2014 Organising Committee, the Russian Olympic Team and the State Corporation, Olympstroy. As a leader of the Russian energy sector, Rosneft recognises its responsibility for providing stable and guaranteed supplies and in 2012 alone, as part of the preparations for the Games, the company supplied about 23 tons of fuel. In order to ensure uninterrupted supplies of fuel to the organisers and guests of the Sochi 2014 Winter Games, Rosneft has built seven modern gas filling stations in the region. A responsible attitude towards the environment is one of Rosneft's core values, which is why all the filling stations built as part of the Olympic programme were equipped with state-of-the-art energy-saving technologies and, therefore, comply with the highest ecological standards. Rosneft has also implemented a large-scale project to expand the use of compressed natural gas as a motor fuel.



## Rostelecom

Rostelecom is a General Partner of the Sochi 2014 Olympic Winter Games in the telecommunications category. It has been widely involved in the construction of the telecommunication infrastructure required for holding the Games and the provision of TV coverage, as well as the provision of the most up-to-date telecommunication services to the host, participants and guests of the Games. Under the Sochi 2014 project, Rostelecom has connected the network infrastructure and will provide telecommunication services to 35 Olympic sports venues and facilities for the operation of sports facilities. It has also installed fibre-optic lines with a capacity of up to 288 fibres. When building the infrastructure of the Games, Rostelecom used the most advanced solutions available while giving consideration to the environment, applying cutting-edge technologies that do not upset the ecological balance of the region and allow the preservation of the beauty and vast variety of the nature in the Krasnodar Territory.







## Russian Railways

Russian Railways became a General Partner of Sochi 2014 in February 2010. Within this agreement, the company has been heavily involved in the construction of new infrastructure in the Sochi region in the run-up to the Games. Russian Railways has developed and is now implementing new roads with a total length of 157km, as well as the modernisation of existing transport infrastructure and the construction of new stations. In preparation for the Games, Russian Railways also implemented two important projects – the opening of the regular rail link from Sochi-Adler-Sochi Airport and the connection of the Adler-Alpika Service combined railway and highway's final tunnel – both of which are vital to Sochi's transport infrastructure ahead of the Games. The facilities built by Russian Railways will also be a significant part of the legacy of the Sochi 2014 Winter Games.



## Sberbank

Sberbank is the largest bank in Russia and one of the leading global financial institutions, accounting for nearly one third of the assets of the entire Russian banking sector. Sberbank is a major lender to the national economy with the largest market share in deposits. The bank has the most extensive branch network in Russia, with more than 18,000 branches, sub-branches and outlets. The branch network abroad comprises subsidiaries, branches and representative offices in the United Kingdom, United States, CIS, Central and Eastern Europe, Turkey and other countries. Within the framework its Olympic sponsorship, Sberbank has initiated country-wide national campaigns, such as the Green Marathon – promoting sports, a healthy life-style and ecology issues awareness – and the music project Red Rocks, which crowd-sourced the Sochi 2014 Fans Anthem, the main musical piece of the Olympic Games. During the Games, Sberbank will be a provider of financial service to guests and participants of the Olympic Winter Games, as well as residents of the host region.



## VOLKSWAGEN Group Rus

Volkswagen Group Rus is part of the global Volkswagen group and became the official automobile partner for the Sochi 2014 Olympic Winter Games in 2009. It has provided the Organising Committee with more than 3,000 vehicles for the organisation and staging of the Games, with the Sochi 2014 fleet including four brands – Volkswagen, Audi, ŠKODA and Volkswagen Commercial Vehicles. In addition, the Sochi 2014 Olympic partners can take advantage of a special fleet of rental vehicles. Volkswagen Group Rus has prepared more than 500 VW Caravelles and Touareg for this purpose. Volkswagen and Volkswagen Commercial Vehicles are also being used as official cars of the Olympic Torch Relay. Approximately 60% of the Sochi 2014 fleet was produced in Russia, using the latest technologies of the global automotive industry.



# The Olympic Brand



**“The Olympic symbol has grown to become one of the world’s most recognised brands, serving as a visual ambassador for the Olympic Movement.”**

## **Timo Lumme, Managing Director of IOC Television & Marketing Services**

The Olympic rings are one of the most widely recognised symbols in the world, with 95% of people globally able to correctly identify them, according to IOC research.

The Olympic rings are the visual representation of the Olympic brand and embody the vision, mission, values and working principles of the Olympic Movement. The enduring strength of the Olympic brand is fundamental Olympic commercial programmes, which attract commercial partners that support the values of Olympism.

## **At a Glance**

- The Olympic rings are one of the most widely recognised symbols in the world
- The Olympic rings were designed by Pierre de Coubertin in 1913 to represent the five continents of the world, united by Olympism
- Each Olympic host city also creates a unique brand for their Games, with the Sochi 2014 brand depicting the ‘patchwork quilt’ of modern Russia



## Brand campaign

In the build-up to Sochi 2014, the IOC launched a new campaign to promote the Olympic brand and engage a global youth audience in the Olympic values.

The campaign featured a series of TV spots, including “Inspiration Without Borders”, which featured archival Olympic footage intercut with shots of children practising sport, highlighting the connections between Olympic athletes and the young people that they inspire around the world.

The spot was made available to Olympic broadcast partners worldwide as part of their promotion and coverage of the Sochi 2014 Olympic Winter Games. It can be viewed here: [www.youtube.com/watch?v=AhP3NwkefBM](http://www.youtube.com/watch?v=AhP3NwkefBM)

**“Sochi 2014 has always been about being a Gateway to the Future and our brand demonstrates that commitment more strongly than ever. Our emblem challenges people to look beyond what they expect from our country. We believe sochi2014.ru can become an international symbol of a sporting, social, economic and environmental legacy that lasts for generations.”**

**Dmitry Chernyshenko, Sochi 2014 President**

## The Sochi 2014 Brand

The Sochi 2014 brand, which was launched in 2009, focuses on building understanding between cultures and showcasing a contemporary Russia. It centres around the idea that the Sochi 2014 Winter Games will be a celebration of sporting achievement, while also providing momentum for positive change.

At the heart of the brand is the Sochi 2014 emblem, which is the first Olympic emblem that also forms a web address, creating a ‘digital’ Games logo.

The logo is made up of the reflecting elements “SOCHI” and “2014”. They embody the idea of “Russia as a country of contrasts” and the “.ru” element symbolises that Sochi 2014 is a Games for the whole country.

Sochi 2014’s tagline – Gateway to the Future – continues the long-held commitment for the 2014 Winter Games to help define the future of Russia, further winter sport and support the progress of the Olympic Movement.

The tagline communicates the key message that the Sochi 2014 Olympic Winter Games are the catalyst for a sporting, social, economic and environmental legacy that will last for generations, as well as being a unique opportunity for the world to discover contemporary Russia.





## Look of the Games

**“The foundation of the idea is based on a variety of impressions and emotions that the Sochi 2014 Games will bring - not only to the people of Russia, but to the whole world.”**

### **Dmitry Chernyshenko, Sochi 2014 President**

The Sochi 2014 Look of the Games concept is a continuation of the philosophy behind the sochi2014.ru brand. It offers a new interpretation of different cultures, traditions and ethnicities, which together form a united and powerful visual identity.

At the heart of the Look of the Games concept is the principle of the “patchwork quilt” – a combination of 16 designs representing the most famous traditional Russian arts and crafts, ranging from Gzhel to Khokhloma. The Look of the Games concept is the visual embodiment of the Sochi 2014 Olympic Winter Games philosophy and is intended to express the character of modern Russia while at the same time introducing guests from all over the world to traditional Russian hospitality.



## Did you know?

- 95% of people globally can correctly identify the Olympic rings, according to IOC research
- Sochi 2014 received more than 24,000 entries for its mascot design competition



## Sochi 2014 slogan

The Sochi 2014 slogan – “Hot.Cool.Yours.” – was unveiled in 2012, 500 days before the start of the Games. “Hot” reflects the intensity of sporting battle and the passion of the spectators, while also referring to the location of the Games, in the southern city of Sochi. “Cool” references the fact that it is a Winter Games, as well as alluding to traditional perceptions of Russia as a country with a cold climate. “Yours” shows that while the Games is a large-scale national project, everybody can share in the victories at the Games and the sense of pride, while the dot after each word draws a parallel with Sochi 2014’s unique digital emblem.

## Sport pictograms

Since Tokyo 1964, each edition of the Games has depicted the sports on its programme through graphic symbols that reflect the culture of the host nation. The Sochi 2014 pictograms were inspired by those used at the Moscow 1980 Olympic Games and boast a visual simplicity, combining smooth and straight lines to portray the different Olympic disciplines.

## Mascots

From September to December 2010, Sochi 2014 ran a nationwide competition, giving members of the public the chance to design the official mascots of the Games for the first time in the history of the Olympic Movement. More than 24,000 drawings of potential mascots were received before the Hare, Polar Bear and Leopard were chosen as the official Sochi 2014 Olympic Winter Games mascots following a nationwide public vote, with the results broadcast during a live television show.

## Olympic Torch

The Olympic torch for Sochi 2014 was unveiled in January 2013 and features a bright, eye-catching design, which is intended to reflect Russian hospitality and the joyful and inspirational atmosphere that is an integral part of the Olympic Torch Relays. The use of the colour red, meanwhile, reflects the traditional colour of Russian sport. The design of the torch also combines motifs from Russian folklore, while its overall shape resembles the feather of the firebird, which is said to bring good fortune and happiness.

The torch design was developed by a Russian creative team, led by Vladimir Pirozhkov and Andrei Vodyanik. The designers paid particular attention to the torch’s construction and its flame-lighting system. The construction of the torch ensures that the flame burns reliably in difficult conditions, such as strong winds, heavy frosts or any surprises that a Russian winter can throw up.

## Medals

The Sochi 2014 Olympic medals feature the Sochi 2014 “patchwork quilt” – a mosaic of national designs from the various cultures and ethnicities of the Russian Federation. The medals have been carefully crafted to depict the landscape of Sochi, with the sun’s rays reflecting through the snowy mountaintops onto the sandy beaches of the Black Sea coast.



# Licensing



**“Our mission as organisers is to bring the Olympic atmosphere to every home and we want as many people as possible to experience the special spirit of the Games. Our licensing programme is one way we can deliver this opportunity.”**

**Dmitry Chernyshenko, Sochi 2014 President**

## Sochi 2014 Licensing Programme

The Sochi 2014 Licensing Programme was launched in 2009. Since then, licensees have released around 5,000 items of souvenir merchandise with the Sochi 2014 marks. Total sales of official Sochi 2014 merchandise are expected reach over US\$500 million, while direct revenue for the Sochi 2014 Organising Committee from licensing programme sales may exceed US\$30 million.

As part of the licensing programme, 55 contracts have been signed with licensees in categories such as apparel and footwear, sporting goods, house-hold goods, accessories, stationery, souvenirs, toys and many others.

A complete list of Sochi 2014 licensees is available here:  
<http://sochi2014.com/team/licensing/licensees/>

## Key Stats

- 5,000 items of official merchandise available
- More than 55 licensing agreements in 48 product categories
- Total sales expected to reach US\$500m



## Sochi 2014 Philatelic Programme

**“The Olympic stamps will serve as a wonderful souvenir of the event.”**

### **Oksana Domnina, Olympic bronze medallist and Sochi 2014 Ambassador**

Postage stamps have been issued by the host country to accompany every modern Olympics Games since 1896.

The Sochi 2014 Philatelic Programme began in 2011 with the issue of a postage stamp block with the mark “Sochi - host city of the XXII Olympic Winter Games of 2014”.

Also released were the first stamps in the series “XXII Olympic Winter Games in Sochi – Tourism on the Black Sea Coast of Russia” and “XXII Olympic Winter Games in Sochi – Olympic Winter Sports”.

The total circulation of all stamps issued in 2011 was more than 10 million, while in 2012 this number reached approximately 12 million.

In total, six blocks of stamps, 50 different postage stamps and postcards as well as a set of all released stamps in decorative bindings will be released.

Among the subjects used for Sochi 2014 postage stamps are winter sports, the mascots of the 2014 Games, the Olympic sports venues, the Olympic Torch Relay, sports legends and views of the Krasnodar Region.

Furthermore, for the first time in Russian history, as well as in the history of the Olympic Movement, postage stamps with a two-dimensional QR-code for recognition on mobile devices were released. The stamp features the image of the official logo of the XXII Olympic Winter Games in Sochi and the two-dimensional QR-code with an encrypted link to [www.sochi2014.com](http://www.sochi2014.com), which anyone interested can access through a mobile device by downloading a special application.

## Sochi 2014 Coin Programme

The Sochi 2014 Coin Programme continues a long tradition of issuing coins to celebrate the Olympic Games, with the first modern Olympic coin issued for the 1952 Games in Helsinki.

The Sochi 2014 Coin Programme is one of the most diversified in the history of the Olympic Movement: from 2011-2013, commemorative coins, bullion investment coins and banknotes were introduced, with a total issue of more than 86.7 million coins. The theme and design of the Sochi 2014 coins reflect not only the Winter Games, but also the rich Russian culture and the natural environment of the host region.

The Central Bank of the Russian Federation also issued the first ever banknote to commemorate an Olympic Winter Games. A contest to design the 100-ruble banknote, was won by Pavel Bushuev, a student of the Repin Institute of the St. Petersburg Academy of Arts.







## Traditional handicrafts

In order to support the native handicrafts produced by the people of Russia, Sochi 2014 launched a series of traditional handcrafted products featuring the official Games marks.

These products feature original designs that convey the originality of Russian folk art and went on sale in 2011.

Products include traditional matryoshka nesting dolls and renowned Semikarakorsk ceramics, which include teapots, mugs, cups, plates, dinner sets, vases and bells, all featuring unique hand-painted floral patterns.

## Did you know?

- Sochi 2014 has launched the first stamp in Russian and Olympic Movement history to feature a QR code.
- More than 8,000 outlets throughout Russia will sell official Sochi 2014 licensed products.
- More than 111 vending machines will also sell official Sochi 2014 merchandise.



## Retail operations

**“Sochi 2014 licensed products will be available in more than 4,000 official Sochi 2014 retail stores in different formats throughout Russia. Every Russian family will be able to own ‘a part’ of the Olympic Games and contribute to the first Winter Games in the history of our country.”**

### Dmitry Chernyshenko, Sochi 2014 President

In total, more than 8,000 retail outlets throughout Russia are selling Sochi 2014 licensed products, including 4,000 official Sochi 2014 retail stores in different formats. More than 111 vending machines have also been stocked with official merchandise.

During the Sochi 2014 Games, retail outlets ranging from 15m<sup>2</sup> to 1,500m<sup>2</sup> will be located at all sports and non-competition venues, including the Olympic Villages and media centres. The smallest shop will be open in the Ice Cube Curling Centre, while the largest by size and range of products will be the Sochi 2014 Superstore in the Olympic Park.

## Online store

The official Sochi 2014 online store ([shop.sochi2014.com/ru/](http://shop.sochi2014.com/ru/)) was launched in mid-December 2011, enabling Russian consumers to purchase official licensed merchandise from as little as 54 rubles (US\$1.70).

An official online store for international sales of licensed Games products was launched in November 2013, serving consumers from more than 200 countries.

## IOC Licensing Programme

In addition to the Sochi 2014 licensing programme, the IOC manages its own licensing programme, which includes global initiatives such as the hugely popular official video game, ‘Mario & Sonic at the Sochi 2014 Olympic Winter Games’. The game is available for the Nintendo Wii U and was launched in November 2013.

For more information about licensing, please visit the IOC’s official website ([www.olympic.org/licensing](http://www.olympic.org/licensing)).



# Ticketing & Spectator Experience



**“Tickets are available to suit every budget, so we are hosting an affordable Olympic Games, precisely so that local fans will be able to join in with the greatest celebration of sport on Earth.”**

**Dmitry Chernyshenko, President, Sochi 2014**

## At a Glance

- Fans were able to buy tickets to any sport for 1,500 RUB (about US\$50) or less
- More than 40% of all tickets will cost under 3,000 rubles (US\$99)



## Sochi 2014 Ticketing Programme

The Sochi 2014 ticketing programme – which is one of the largest in Olympic Winter Games history – was launched on 7 February, exactly one year before the start of the Games.

Russian residents were able to purchase Games tickets directly from the Sochi 2014 Organising Committee on the official Games website ([www.sochi2014.com](http://www.sochi2014.com)), with tickets sold on a first come, first served basis. In order to ensure that as many spectators as possible are able to enjoy the atmosphere of the Games, the Organising Committee set limits on the number of tickets to each event that could be purchased by each person. For a number of the most popular events – such as ice hockey, figure skating and the Opening Ceremony – the limit was four tickets per person, while the limit was eight tickets for the remaining events.

During the Games, any remaining tickets will be available from the Sochi 2014 website, the Main Ticket Centres and the Ticket Box Offices directly at the sports venues, which will open when the Games start.

A fan-to-fan marketplace has also been developed by Sochi 2014, allowing spectators to buy tickets from other Olympic fans.



## Overseas Ticket Sales

Fans outside Russia were able to buy tickets from Authorised Ticket Resellers (ATRs), appointed by their country's National Olympic Committees (NOCs). In a number of countries it was also possible to buy tickets directly from the official Games website.

A complete list of the Authorised Ticket Resellers appointed by each country's NOC was published on the official Sochi website.

## Ticket Prices

Ticket prices for Sochi 2014 were available at a wide range of prices in order to make the Games as accessible as possible, with the least expensive costing 500 RUB (approximately US\$17).

More than 40% of all Games tickets cost less than 3,000 RUB (about US\$99), while fans were able to buy tickets to any sport for 1,500 RUB (about US\$50) or less.

More than half of all tickets cost less than 5,000 rubles (US\$165), and 85% of all tickets cost less than 9,000 rubles (US\$297).





## Sochi 2014 Spectator Experience

**“Over the past several years, we have worked hard to further develop Sochi and to deliver a warm and passionate Russian welcome for athletes and fans from home and abroad. I believe that our efforts will be appreciated by all those attending the Games.”**

**Dmitry Chernyshenko, President, Sochi 2014**



### **The Sochi 2014 Spectator Experience Vision**

“To deliver an outstanding, innovative environment which inspires the nation and promotes the spirit of new Russia through experience of Olympic spectators.”

### **Olympic Park activities**

Sochi 2014 will be the first Winter Games to offer its spectators an Olympic Park. Throughout the Games, spectators will have the opportunity to experience a range of activities and opportunities such as regional street performances, partners showcasing and pavilions, interactive performances and hospitality houses.

### **Live Sites**

The citizens of Sochi, as well as those from 13 other Russian cities, will be able to watch live Games events at specially equipped venues called Live Sites. The objective of the Live Sites is to provide non-ticketed local and national spectators with a live Olympic experience outside the Olympic venues.

## Did you know?

- Ticket sales provide a valuable income stream for Organising Committees, helping them to stage the Games.
- The primary goal of all Olympic ticketing programmes is to allow as many people as possible to enjoy the Games experience.
- Sochi 2014 will be the first time in Winter Games history where there is an Olympic Park, accessible to all ticket holders for events at the Coastal Cluster, which will include sponsor showcasing and activities, cultural celebrations and live Olympic sport on big screens.



## Spectator Pass

In order to be eligible to use your tickets and gain entry to sporting events, Games ceremonies and the Olympic Park, ticket holders also need to obtain a 'Spectator Pass', which will help to ensure the secure, hospitable and friendly atmosphere of the Games in Sochi.

After buying a ticket, every spectator was required to obtain a spectator pass. Once the Games have started, this will help minimise long queues at the entrance to the sports venues and save time.

## Anti-scalping measures

In order to avoid disappointment and potentially being refused entry to the venue, fans were urged to only buy tickets from Sochi 2014 authorised sources.

In January 2013, the President of Russia, Vladimir Putin, signed a Federal Law making it illegal to resell Olympic tickets in Russia. The punishment for members of the public ranged between five and 10 times the cost of admission.

## Ticketing Partners

### Visa

Visa is the only card accepted at the Sochi 2014 Olympic Winter Games. In recognition of Visa's longstanding support of the Olympic Games, only Visa cards are accepted in Russia for ticket purchases.

### Sberbank

A General Partner for the Olympic Games in Sochi, Sberbank, is acting as the acquiring bank for the Sochi 2014 ticketing programme, providing support for operations involving Visa cards. As part of the project's implementation, Sberbank successfully integrated a new Visa processing platform, which helped to provide a high level of security for payments made on the official Sochi 2014 website.

### Jet Set Sports

Jet Set Sports is Sochi 2014's Official Supplier in the "Hospitality" category for the Russian territory. Hospitality packages from Jet Set Sports include tickets, hotel accommodation catering and transfers.

### CTS Eventim AG

The supplier of the Sochi 2014 Organising Committee in the "Ticketing Services" category – CTS Eventim AG – is represented in Russia by the ticketing agent PARTER.RU. The company will provide a platform for ticket sales, including technological and operational solutions based on innovative ticketing programmes, which will help the Sochi 2014 Organising Committee to provide a transparent ticket distribution system at the Games.



# Protecting the Olympic Brand



**“Once Sochi won the bid to host the 2014 Olympic Winter Games, our country undertook an obligation to protect the integrity of the Olympic brand.”**

**Dmitry Chernyshenko, Sochi 2014 President**

The Olympic rings are one of the most widely recognised symbols in the world and, as such, are an extremely valuable asset of the Olympic marketing programme, which is subsequently able to offer commercial partners an exclusive association with the Olympic brand.

Successfully upholding the value of the Olympic brand is therefore essential in order to protect the exclusive marketing rights awarded to official Olympic partners. The IOC implements a number of programmes to preserve the Olympic brand and relies on Organising Committees to protect the brand within the host country.

## At a Glance

- The IOC and Olympic Games organisers implement a number of strategies to protect the value of the Olympic brand
- Specific programmes target issues such as counterfeit merchandise and ambush marketing
- The Games maintain a unique ‘clean field of play’ – unlike any other major sporting event



## Sochi 2014 Brand Protection Programme

After winning the right to host the 2014 Winter Games, the Russian Federation took on the responsibility of protecting the Olympic brand within Russia. In order to uphold this commitment, the Russian government established the Olympic Law, creating the legal framework that effectively prevents the violation of the usage rights of the Olympic symbols.

The right to use the Olympic symbols is exclusively given to the Olympic Partners and Sochi 2014's National Partners at all levels, as well as organisations that signed license agreements with the Sochi 2014 Organising Committee.

Any attempt to use the Olympic symbols without permission – from selling unauthorised branded products using official symbols, to unauthorised advertising campaigns exploiting the Olympic images – reduces the value of the Olympic brand and destroys its integrity. Ultimately, such activities also undermine the Organising Committee's ability to achieve the marketing potential and required financial support to stage the Games.

In order to stop any unauthorised or unfair use of the Olympic symbols and guarantee exclusivity of rights and opportunities provided to the Olympic Partners and the Sochi 2014 marketing partners and licensees, the Sochi 2014 Organising Committee implemented a comprehensive brand protection programme, ensuring awareness and understanding of the law.

By implementing an integrated programme intended to protect the Olympic symbols, Sochi 2014 aimed to inform and explain the law and help correct or avoid possible violations.

In cooperation with state authorities, Sochi 2014 implemented a series of measures aimed at monitoring and fighting any cases of unauthorised use of the Olympic symbols.

## Licensed Products

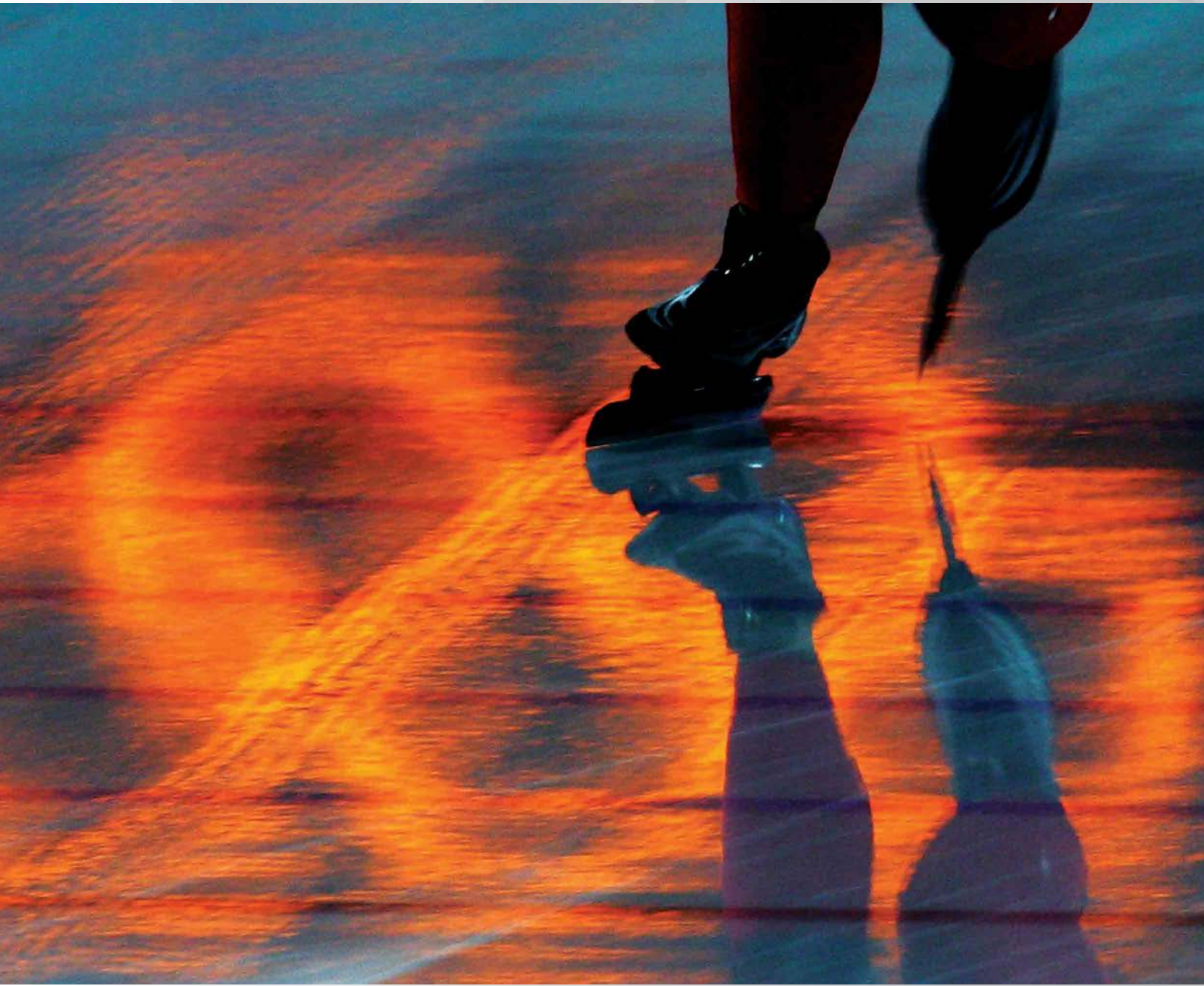
Central to the success of the Sochi 2014 licensing programme is the reliable protection of official licensed merchandise bearing the Olympic marks against counterfeit goods.

A special identification system was therefore developed, involving the use of special self-adhesive security features, including stamps and holograms with both visible and hidden security measures.

The system uses a set of printed and electronic features, based on the latest technologies applied around the world in order to protect original merchandise and monitor excisable goods.

Customers are then able to verify the authenticity of a purchased item via the official Sochi 2014 website.





## Clean Field of Play

The Olympic Games maintain a strict clean field of play policy, which restricts any advertising or commercial branding from appearing on the field of play. This policy also extends to the areas immediately surrounding the Olympic venues. As well as helping to protect and enhance the value of the Olympic brand, this policy ensures that the emphasis is always on sport, rather than commercialisation.

The IOC has been working closely with the Sochi 2014 Organising Committee in the build-up to the Games to ensure this policy is adhered to. This includes training venue managers and other personnel on policies and practices for ensuring a clean field of play. During the Games, brand protection teams will tour all venues to ensure compliance with branding guidelines.

### Did you know?

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- Sochi 2014 developed a special identification system to protect official licensed merchandise
  - The IOC uses the most advanced technologies available to monitor broadcast and internet coverage of the Games for potential infringements
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### Olympic Rights Activation

Olympic partners are allowed to communicate their association with the Olympic Movement through the use of Olympic marks and imagery. They must, however, adhere to established standards for proper usage in order to protect the Olympic brand and ensure the value of an Olympic association.

The IOC and the Organising Committee must therefore review all materials, executions and communications produced by Olympic partners and broadcasters that include Olympic references, imagery or marks to ensure compliance with the guidelines for proper usage.

### Broadcast Monitoring

The IOC monitors the global broadcast coverage of the Olympic Games to identify any messages that damage the Olympic brand or infringe upon the rights of the official Olympic marketing partners.

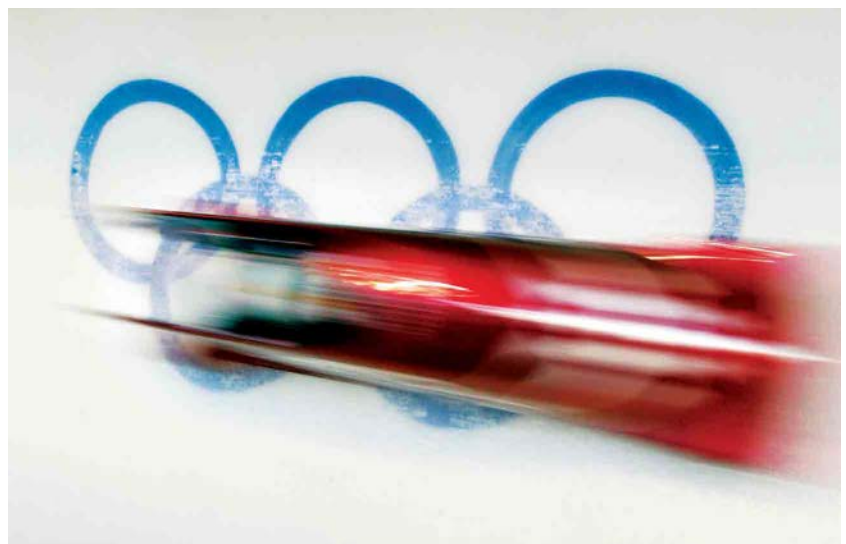
This Infringement Monitoring Programme also ensures that unauthorised parties do not use Olympic intellectual property and that Olympic broadcast rights holders comply with their contractual obligations.

By checking for ambush marketing advertisements, unauthorised commercial overlays and overt in-studio commercial signage, the programme helps preserve the unique 'clean' nature of the Olympic Games broadcast.

### Internet Monitoring

In addition to monitoring the Games broadcasts around the world, the IOC also implements an Internet Monitoring Programme at each Games, which uses the most advanced technologies available to prevent, track and take action against violations, such as video infringements on any online or mobile platform.

The Internet Monitoring Programme also monitors geo-blocking, to ensure that rights-holding broadcasters respect their territorial rights online, as well as online advertising, news access and ambush marketing.





# Media Contacts

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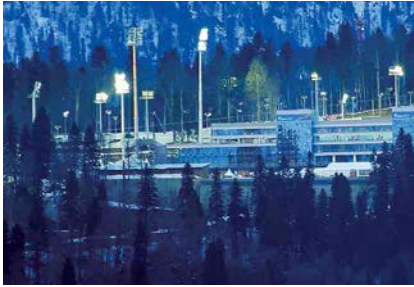
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## Notes

## Useful Documents

Further information about the Olympic marketing programmes can be found in the IOC's Olympic Marketing Fact File:

[www.olympic.org/Documents/IOC\\_Marketing/OLYMPIC\\_MARKETING\\_FACT\\_FILE\\_2014.pdf](http://www.olympic.org/Documents/IOC_Marketing/OLYMPIC_MARKETING_FACT_FILE_2014.pdf)

Other useful documents can be found here:

[www.olympic.org/marketing/documents-reports-studies-publications](http://www.olympic.org/marketing/documents-reports-studies-publications)